



WXYZ

ORDER

Print Date 11/12/12

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Flight Dates **11/03/12-11/03/12**

Contract / Revision **316591 /**

Original Date / Revision
11/01/12 11/01/12

Advertiser **Hard Working Americans**

Agency **Strategy Group for Media**

Buying Contact

**7669 Stagers Loop
Delaware, OH 43015**

Product

MI Hard Working Americans

Agency Com 15%

Billing Contact

**7669 Stagers Loop
Delaware, OH 43015**

Sales Office EWSDC

Sales Region NAT

Agency Ref

Order Sep 00:20:00

Estimate # **3210**

Alt Order #

Billing Type Cash

Order Type GENERAL

Billing Cycle EOM/EOC

Billing Calendar BROADCAST

Demographic A25-54

Rev Codes POL POL ISS

Product Codes PL

Priority P-1

Advertiser Ref

Primary Account Executive
Dave Lombardo

Account Executive	Order%	Start Date	End Date
Dave Lombardo	100%		

Order Share 25% Market Value 76000

Competing Station	% of Order	Amount
CABLE	%	0
UNKWN	%	0
WADL	%	0
WDIV	25%	19000
WDWB	%	0
WJBK	25%	19000
WKBD	10%	7600
WLPC	%	0
WPXD	%	0
WTVS	%	0
WWJ	15%	11400

Order Totals

Month	# of Spots	Net Amount	Gross Amount	Rating
November 2012	1	\$16,150.00	\$19,000.00	0.00
Totals	1	\$16,150.00	\$19,000.00	0.00

Billing Plan

Start Date	End Date	# Spots	Net Amount	Gross Amount
10/29/12	11/03/12	1	\$16,150.00	\$19,000.00

														Totals		
Ln	Ch	Start	End	Inventory Code	Break	Start/End Time	Days	Len	Spots	Rate	Pri	Rtg	Type	Spots	Amount	
N 1	WXYZ	11/03/12	11/03/12	ABC College Ftbl 330-7pm ABC's Clge Ftbl 330-7pm	T	330-7pm	-----S-	:30	1	\$19,000.00	FX	0.00	NM	1	\$19,000.00	
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>					<u>Spots/Week</u>	<u>Rate</u>		<u>Rating</u>				
Week:		10/29/12	11/04/12	-----S-					1	\$19,000.00		0.00				
														Totals	1	\$19,000.00